

To: "Philip Inghelbrecht" <inghelbrecht@google.com>  
From: "Alex Ellerson" <ellerson@google.com>  
Cc:  
Bcc:  
Received Date: 2007-05-31 15:49:25 GMT  
Subject: Re: [Youtube-fulltime] Weekly Product Update - Week Ending 5/23/2007

I did. I understand the logic, but appreciate the issues. What's your take?

On 5/30/07, Philip Inghelbrecht <inghelbrecht@google.com> wrote:

>  
> Did you see this?  
>  
> inalized spec for V.1 rollout of video fingerprinting (see  
[https://docs.google.com/a/google.com/Doc?docid=cd5qwn4\\_10fhq3rc&hl=en\\_US](https://docs.google.com/a/google.com/Doc?docid=cd5qwn4_10fhq3rc&hl=en_US)  
>).

> We will \*not\* generate ref fingerprint upon claiming by partner of UGC  
> video thru desc search. The reason we will no longer allow this feature is=  
> because we are going to open up CYC to non-partners who we do not think w=  
> can trust to review the content carefully enough. CYC should have the sa=e  
> level of functionality for partners and non-partners.

> [p]

> ----- Forwarded message -----

> From: HeeJung Lee <heejunglee@youtube.com>  
> Date: May 30, 2007 10:47 AM  
> Subject: [Youtube-fulltime] Weekly Product Update - Week Ending 5/23/2007  
> To: [REDACTED]

> [bcc: [REDACTED]]

> Hi Eveyrone,

>  
> Below is this week's "uber" product overview, sent today instead of  
> Tuesday since this Monday was a holiday. Going forward this overview wil=  
> be sent on the 2nd day of the working week (generally Tuesdays but somet=es  
> Wednesdays in a week like this week).

>  
> As always, feel free to contact me or the product managers w/ any  
> questions or feedback.

> Thanks!  
> heejung

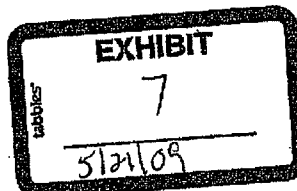
> =====3D=====

> \*YouTube Weekly Product Updates\*

> \*Week Ending May 25 2007\*

> \*CYC & Copyright\*

> \*David King - dgking@youtube.com \*



- >
- > \*Items for Escalation\*
- >
- > -
- >
- > Need to agree on international requirements for CYC. Do we need to
- > associate territory with all rights, or can we operate with existing
- > geo-blocking? Do we run geo-filtering based on IP address of user, or
- > domain? Do we require a deal with a music collection society before we=music
- > content in that country? etc...
- >
- > \*Notable Accomplishments/Decisions Made\*
- >
- > -
- >
- > Finalized spec for V.1 rollout of video fingerprinting (see
- > [https://docs.google.com/a/google.com/Doc?docid=cd5qwb4\\_10fhq3rc&hl=en\\_US](https://docs.google.com/a/google.com/Doc?docid=cd5qwb4_10fhq3rc&hl=en_US)
- > ). Earlier developments of the platform had their own specs, with
- > this version focused on the business logic behind creating claims base= on a
- > fingerprint match, the "sandbox" test environment, user flows, handlin= of
- > partner provided reference material, etc. This was a full team effort.
- > -
- >
- > First iteration of spec for managing multiple claims against a
- > single video (Yi-Ling). As we add video fingerprinting on top of our
- > existing audio fingerprinting platform, we have an immediate need to m=nage
- > audio and video claims independently. Going forward, we will further e=tend
- > this capability to handle any number of claims, allowing us to clear c=omplex
- > videos with copyrighted content from many sources.
- > -
- >
- > Worked with finance (Tracy Chan) and legal (Conway Chen) to develop
- > content partnership financial model. The model will translate our many
- > contracts into math that can then be implemented in our royalty system=.
- > -
- >
- > Continued reach out to Fingerprint trial partners such as CBS and
- > Time Warner. Reception to the trial has been excellent, with partners
- > generally supportive of how we have designed the trial to demonstrate =he
- > user experience rather than simply focusing on the backend process. Pa=tners
- > will be free to test as much, or as little, as they like.
- >
- >
- > For more information - \*[https://writely.corp.google.com/View?docid=cdk=rwrd\\_44gbsw4x](https://writely.corp.google.com/View?docid=cdk=rwrd_44gbsw4x)
- > \*
- >
- >
- > \*Core Product\*
- >
- > \*Maryrose Dunton - maryrose@youtube.com \*
- >
- >
- > \*Items for Escalation:\*
- >
- > -
- >
- > Need high-level direction for role of editorial @ YouTube - open
- > legal and strategy questions [owner: Maryrose/Mia]

- >
- > \*Notable Accomplishments/Decisions Made:\*
- >
- > -
- >
- > Launch of Adobe Remixer was postponed while we evaluated EyeSpot.
- > Decision made to move forward with Remixer. Launch scheduled for Wed 5=30.
- > -
- >
- > Changes to Release Process:
- > -
- >
- > Rolled out new release lifecycle & minimilestones. Effective for V20
- > cycle: [http://wiki.corp.google.com/twiki/bin/view/Main/YT\\_LifeCycle](http://wiki.corp.google.com/twiki/bin/view/Main/YT_LifeCycle)
- > -
- >
- > V21 will be eng fix-it for core product
- > -
- >
- > Offer out to Sports Editor (Andrew Bangs)
- > -
- >
- > Chris Zacharias (Web Developer) has accepted offer. Start date 6/25.
- >
- >
- > For more information - \*[https://writely.corp.google.com/View?docid=cc2=w89p\\_2d574z3](https://writely.corp.google.com/View?docid=cc2=w89p_2d574z3)
- > \*
- >
- >
- > \*International\*
- >
- > \*Sakina Arsiwala – sakina@google.com \*
- >
- >
- > \*[Count Down to Launch: 25 days]\*
- >
- >
- > \*Items for Escalation (None)\*
- >
- >
- > \*Last Week's Escalation Resolutions:\*
- >
- > -
- >
- > Dedicated YouTube PM for Brazil : Luis!
- > -
- >
- > Brazil launch scoped out, interactions with PR, Legal and in-country
- > marketing teams.
- >
- >
- > \*In Discussion this week:\*
- >
- > -
- >
- > Legal and PR: Feedback from Kent Walker around legal and content
- > owner temperature checking for launch. Discussions around scaling corp=comm
- > and GR support with Brian and corp-comm teams

- > -
- > Product: IP based targeting for sales and rights collecting agencies
- > -
- > Partner and Sales support post-launch, co-marketing and adv support and training.
- > \*Open Questions:\*
- > -
- > Should we label launch as Beta? Needs to be finalized by June 1st, 2007
- > -
- > Revisit:
- > -
- > Auto redirection of user from in-country to ".com" or "xx.com"
- > -
- > Multiple urls per video
- > For more information - \*[https://writely.corp.google.com/View?docid=chk=dhrf\\_13frmp77](https://writely.corp.google.com/View?docid=chk=dhrf_13frmp77)
- > \*
- > \*Mobile, Syndication, Distribution\*
- > \*Hunter Walk -- hunter@google.com \*
- > \*Items for Escalation\*
- > -
- > [none]
- > \*Notable Accomplishments/Decisions Made\*
- > -
- > New YouTube embedable player in testing. Traffic up close to 50% in test sites. Here is a sample -
- > <http://www.musica.com/video.asp?video=1422> .
- > -
- > High level agreement on first implementation of YT for E\*.
- > -
- > YouTube iGoogle gadget pushing this week (finally - we're likely to be made a default gadget in two weeks)

- > -
- >
- > Nikhil to file incremental machine request in order to deliver
- > reliable QoS for off-web formats
- >
- >
- > \*Top Prospects Update (items that are new or have changed since last
- > week)\*
- >
- > Mobile:
- >
- > -
- >
- > Bell Mobility: contract under YouTube review
- > -
- >
- > Sprint: latest draft of contract with Sprint, expect to have call
- > this week to discuss
- > -
- >
- > Alltel: offering to make available resources to develop a YT
- > application but want to charge \$2.99/month for each user that download= YT
- > application; YT expressed concern, probably not interested
- > -
- >
- > Motorola: Contract finalized and approved in deal folder. awaiting
- > final signatures.
- > -
- >
- > Hello: Contract finalized - awaiting final approvals in deal folder.
- > -
- >
- > LG: Received redline from partner - contract amendment finalized,
- > working with Doug Yeum (Korea SPD) to create executive summary.
- >
- > Web:
- >
- > -
- >
- > Brightcove: Prelim discussion about integrating content API into
- > their editing application and Upload to YT into their publishing flow
- >
- > TV/Living Room:
- >
- > -
- >
- > EA - Spore delayed to Feb 08. Creating marketing package for EA.
- > Kenji on point to deliver
- > -
- >
- > EchoStar - Agreed to do a Push VOD and IPTV implementation. Contract
- > negotiation to start.
- > -
- >
- > Open TV: Helping us develop E\* UI. First meeting on Thu May 31st
- > -
- >
- > Panasonic: Potential CES announcement

>  
> For more information - \*[https://writely.corp.google.com/View?docid=agj3=zmt4m\\_83gbv678](https://writely.corp.google.com/View?docid=agj3=zmt4m_83gbv678)  
> \*  
>  
>  
>  
> \*Monetization\*  
>  
> \*Shashi Seth - shashis@youtube.com \*  
>  
>  
> \*Items for Escalation\*  
>  
> -  
>  
> GAM needs to offer more reliability and additional features before  
> we can go live with Search PVA on July 1st. These issues have been brought  
> up with the GAM team and a prioritized list of requests have been given to  
> them and discussed in person.  
> -  
>  
> DoubleClick contract negotiations still underway. If contract is not  
> negotiated by July 1st, we will not be able to launch Search PVA.  
>  
>  
> \*Notable Accomplishments/Decisions Made\*  
>  
> Shashi Seth  
>  
> User Partner Program  
>  
>  
> 1.  
>  
> Added 5 more users to program last week  
> 2.  
>  
>  
> Continued success with little need to double check on content  
> 3.  
>  
>  
> No complaints from users in the program  
> 4.  
>  
>  
> Obtained legal approval to build an OSO/SQUAD team to manually  
> review content for partner programs (these individuals cannot review D=CA  
> takedowns) - team will be built out in 1-2 weeks and have representatives  
> from San Bruno and Hyderabad  
>  
>  
> Reporting  
>  
>  
> 1.  
>  
> Started process to build out Eng and PM team, and infrastructure to  
> support reporting  
> 2.  
>  
>  
> Partner reporting still on target for V20  
> 3.

- >
- > Crunching numbers for various analysis for internal use
- >
- >
- > Shiva Rajaraman
- >
- > In-Stream Advertising
- >
- > 1.
- >
- > Findings and direction presented at Sales Conference
- > -
- >
- > Customized advertisements for YT performed much better than
- > re-purposed tv ads
- > -
- >
- > Graphical title card dramatically affects CTP rates
- > -
- >
- > Not surprisingly, targeting across relevant content shows much
- > higher CTP rates (as high as 10% for Kidrobot against animation)
- > -
- >
- > UGC-style ads performed well
- > -
- >
- > Need to explore text ads some more (0.7% is avg. YT trial text
- > ads are hitting 0.3-0.5% CT)
- > -
- >
- > Overlay ads did not significantly increase abandonment rate
- > before 30 seconds
- > -
- >
- > Abandonment rates for 3 and 6 second pre-rolls is "tolerable"
- > but abandonment for 15 second postrolls is very high
- > -
- >
- > Post rolls continue to be a controversial ad unit - only 21%
- > of watchers get to the ends of videos in trial
- > 2.
- >
- > Development started on animated overlay units
- > -
- >
- > GAM template completed by Chao
- > -
- >
- > Yu Pan to begin YT development work
- > 3.
- >
- > NBA, Warner interested in participating in Initial tests
- > 4.
- >
- > OKRs and launch goals coming soon
- >
- >

- > Matthew Liu
- >
- > Promote Your Video
- >
- > Search PVA
- >
- > 1.
- >
- > Final engineering tweaks scheduled for push on 5/30
- > -
- >
- > UI changes on YT side (re-sizing)
- > -
- >
- > GAM front end
- > -
- >
- > End goal is to have PVA serving off of GAM tag on /test\_ad by
- > EOD Wednesday and 'Travel & Places' template updated by Friday
- > 2.
- >
- > Technical test - tentatively scheduled for 6/1
- > -
- >
- > Travelzoo PVA to appear in 'Travel & Places'
- > 3.
- >
- > Business test - tentatively scheduled for 6/18
- > -
- >
- > Saab, Paramount, Sony Pictures, Universal Interested
- > -
- >
- > Also talking to Panasonic
- > -
- >
- > Will reach out to content partners this week
- > 4.
- >
- > GAM team has YT's feature requests and is prioritizing to meet 7/1
- > must haves
- >
- >
- > PYV Reservation
- >
- > 1.
- >
- > Tabled until auction work progresses
- >
- >
- > PYV Auction
- >
- > 1.
- >
- > Will test 2-3 models
- > -
- >
- > Presentation through enhanced UI (eBay style highlights,

- > coloring)
- > -
- >
- > Previously discussed auction trial for search (will need to
- > resolve manual support issues) but will move to CPC model
- > -
- >
- > User reservations for dedicated placements ("I want to see my
- > video at X at Y time for \$Z")
- >
- >
- > For more information - \*
- > [https://writely.corp.google.com/Doc?id=chkdw2tv\\_1c68ttx](https://writely.corp.google.com/Doc?id=chkdw2tv_1c68ttx) \*
- >
- >
- > \*Product Marketing (Ad Strategy)\*
- >
- > \*Jamie Byrne -- jbyrne@youtube.com \*
- >
- >
- > \*Items for Escalation\*
- >
- > -
- >
- > Ad Strategy team reqs need to be approved by HR so we can begin
- > official recruiting
- >
- > \*Key Projects This Week\*
- >
- > -
- >
- > MyVideoBattles.com starts June 1, this is \$2.5MM ad supported
- > lip-sync program developed by Cingular/AT&T.
- > -
- >
- > Preparing Sketchies shift from submission to voting phase; creating
- > mechanisms to communicate expert panel judging and identification of 2=
- > finalists
- > -
- >
- > Preparing sales materials for Search PVA roll-out; vertical team
- > training to occur mid-June after NASO sales conference
- > -
- >
- > Identifying a means to monetize the YouTube Debate on CNN to cover
- > production costs
- >
- >
- > \*International Ad Sales\*
- >
- > -
- >
- > Coordination meetings set with APLA and EMEA special projects and
- > marketing leads
- >
- > \*Notable Accomplishments/Decisions Made\*
- >

> -

> Released new Ranking List Contest platform to enable scalable turn-key contest management

> -

> Completed user messaging for refunds/credits on DTO for Google Video

> -

> Sketchies launched - YouTubes Comedy Sketch program sponsored by Sierra Mist - over 2000 video submissions thus far, and 980K views of =ha launch video

> -

> Coordination meeting with Google Entertainment vertical to begin preparing ad products roll-out to Entertainment pods

> -

> For more information - \*

> [https://writely.corp.google.com/Doc?id=chkdw2tv\\_257pcrw](https://writely.corp.google.com/Doc?id=chkdw2tv_257pcrw) \*

> -

> \*Partners\*

> \*Richard Kuo – rkuo@google.com \*

> -

> \*Items for Escalation\*

> -

> None

> -

> \*Notable Accomplishments/Decisions Made\*

> -

> Additional GV DTO termination letters sent out.

> -

> Specifications for distribution flags out for review.

> -

> Improvements to partner web reporting are being reconciled with existing sales reports.

> -

> Knowledge transfer from dparker continues to existing engineers.

> -

> For more information - \*[http://wiki.corp.google.com/twiki/bin/view/Main?T\\_Partners](http://wiki.corp.google.com/twiki/bin/view/Main?T_Partners)

> \*

> -

> \*Editorial Community\*

> -

> \*Mia Quagliarello – mquagliarello@youtube.com \*

> -

- >
- > \*Items for Escalation:\*
- >
- > -
- >
- > Slow hiring for international - quality of 'off the street'
- > candidates for EMEA (need more internal referrals), Brazil: legal
- > complications now cleared but need Google temp recruiter in NY to coordinate
- > with Sao Paulo; Japan: process now settled but needs to begin
- > -
- >
- > We need a brand manager, but in the interim we need some kind of
- > 'brand guidelines' so that we are on the same page internally and can share
- > with our overseas colleagues who are now getting their hands wet with =T,
- > Ches and I will jot down our thoughts and then to set up a meeting to get
- > feedback from others
- >
- >
- > \*Decisions Made/Progress on Projects:\*
- >
- > -
- >
- > Film & Animation (Sara Pollack)
- > -
- >
- > Confirmed producer Ted Hope for 24-hour Guest Editor on HP
- > -
- >
- > Working on Four Eyed Monsters full-length feature for 8/8
- > (planning accompanying interview of YouTubers who helped get the film into
- > theaters)
- > -
- >
- > Music (Michele Flannery)
- > -
- >
- > working on user-question interview of Smashing Pumpkins during
- > visit to Fillmore
- > -
- >
- > introduced to community in YT blog
- > -
- >
- > News & Politics (Steve Grove)
- > -
- >
- > timeline and framework for CNN/YT debates: details of the
- > debate announced publicly on June 6, at which point the question submission
- > will begin, running through July 4th
- > -
- >
- > launched Huckabee spotlight: 61k views, 13 video responses
- > -
- >
- > Hillary Clinton's week in the Spotlight broke Mitt Romney's
- > record for number of views
- > -
- >

- > met with journalism professors and experts from USC and NYU to
- > discuss outreach efforts for citizen journalism on YouTube
- > -
- >
- > People & Blogs (Joe Smith)
- > -
- >
- > vloggers on the rise: bizzyberne - "girl next door" ,
- > AngelaSWilliams - another greenteagirlie? joined a few days ago, se= to hit
- > 1k subscriber
- > -
- >
- > launching channel devoted to the good that people are doing on
- > YT - tentatively titled PosiTUBEity
- > -
- >
- > Community (Michelle Schlachta, Damien Estreich)
- > -
- >
- > Community Manager - first week on the job, getting settled and
- > training
- > -
- >
- > Community Advocate title changed to Community Specialist in a
- > subtle attempt to let community know that Damien can't do everythin= for
- > everyone
- > -
- >
- > NY user gathering back on: "Washington Square Park" on 7.7.07.
- > We should support by sending some swag.
- > -
- >
- > Synched up on messaging re: partner program and managing
- > expectations for the many who want to join (reinforcing that it's i= the
- > pilot phase now)
- > -
- >
- > International
- > -
- >
- > started on interviews for EMEA Managing Ed. + Country Eds. Two
- > good candidates for ME. Concerned about Country Ed.
- > -
- >
- > set up training for interim editors for Dublin (6/6) and
- > London (6/7); Japan & Brazil interim editor training in MTV 6/11 an=or
- > 6/12.
- > -
- >
- > set up mailing lists (youtubevideos\_jp, \_fr, etc) of volunteer
- > groups of Googlers with language skills to serve as advisors and vl=eo
- > sourcers/sharers for each mkt
- > -
- >
- > asking at least 1 user per launch market to create 'welcome'
- > video for local PVA slot for launch date; shortlist of people to co=tact
- > includes geriatric1927 for UK
- > -

- >
  - > will set up small-scale Internal London user panel if there's
  - > time for 6/8
  - > -
  - >
  - > Other
  - > -
  - >
  - > Team outreach to more users for Guest Editor program (users we
  - > are working with include lorcanfinnegan, montagraph, ravenlaughs)
  - > -
  - >
  - > Team dinner 5/24 - good bonding, many laughs
  - >
  - > For more information - \*[https://writely.corp.google.com/View?docId=cct=9kdz\\_1gp7w8q](https://writely.corp.google.com/View?docId=cct=9kdz_1gp7w8q)
  - > \*
  - >
  - >
  - >
  - >
  - > -----
  - > Youtube-fulltime mailing list
  - > [REDACTED]
  - > <https://mailman.corp.google.com/mailman/listinfo/youtube-fulltime>
  - >
  - >
  - >
  - > -
  - > Philip Inghelbrecht
  - > Strategic Partner Development
  - > Google Inc
  - > [REDACTED]
  - > [REDACTED]
  - > [REDACTED]
-